GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Revenue (Excise) Department – Ensuring sale of genuine and quality liquor through QR code scanning – Implementation of Daily Genuineness Verification System at retail level – Orders – Issued.

REVENUE (EXCISE.II) DEPARTMENT

G.O.MS.No. 376 **Dated: 15-10-2025**

Read the following:

1. GO.Ms.No.210, Revenue (Excise) Department dated 30-09-2024.
2. GO. Ms.No.211, Revenue (Excise) Department dated 30-09-2024.
3. GO. Ms.No.285, Revenue (Excise) Department dated 10-12-2024.
4. GO. Ms.No.275, Revenue (Excise-II) Department dated 13-08-2025.
5. GO. Ms.No.276, Revenue (Excise-II) Department dated 13-08-2025.
6. From the Director, Excise & Prohibition, AP. Lr. CR.No.2906/2024/CPE/E3, Dated:11.10.2025.

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ORDER

The Government have issued orders in references 1st and 2nd read above, regarding the disposal and administration of retail liquor Shops, and through the 3rd and 4th & 5th references read above for the operation of Premium Stores and Bars respectively. In accordance with these orders, Shops, Premium Stores, and Bars have been established and are functioning, along with in-house establishments such as Clubs and Bars operated by APTDC.

2. Further, emphasis has been laid on instituting monitoring systems across all outlets to oversee day-to-day transactions and to ensure that only liquor supplied by APSBCL is sold by the licensed establishments.

3. The Government have reviewed the functioning of licensed retail liquor shops, bars and in-house establishments in the State and the measures in place to ensure that only genuine, quality and safe liquor is sold to the public. It has come to notice that in certain places, manufacture and circulation of unverified and illicitly prepared liquor has been detected. Unverified and spurious liquor pose a serious threat to public health.

4. To eliminate any recurrence of such menace, the Director, Excise & Prohibition has submitted a proposal in the reference 6th read above with a mechanism to verify the genuineness of liquor bottles before sale. The Government

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after careful examination of the matter have decided to implement a Daily Genuineness Verification System at the retail shop/bar/in-house establishment level, incorporating QR Code verification of each bottle before sale, and fix responsibility on shop/bar/in-house establishment licensees for any lapse leading to the sale of spurious or unverified liquor.

5. Accordingly, the following orders are issued.

1. Verification of Liquor at Shop/Bar/In-house establishment Level

a) Each Shop/Bar/In-house establishment shall display a board with the following text at a prominent place:

"Liquor sold here is verified for genuineness and quality through QR Code scanning."

b) Every Shop/Bar/In-house establishment licensee shall, before sale to consumers, verify the genuineness of each liquor bottle being sold.

c) Verification shall include:

i. Checking of seal integrity, cap condition, and hologram authenticity.

ii. Mandatory scanning of the QR Code printed on each bottle using the official AP Excise Suraksha App (APESA).

iii. Entry of results in the "Daily Liquor Genuineness Verification Register" (manual or digital), recording brand, batch number, QR verification timestamp, and status.

d) The AP Excise Suraksha App (APESA) shall fetch real-time data from the Excise ERP system and display one of the following results:

Status	Meaning	Action
i. Authentic liquor product supplied by APSBCL.	Bottle verified, genuine, eligible for sale	Proceed with sale
ii. Duplicate / Tampered Code	Code mismatch or re-use detected	Isolate bottle, inform Excise Officer immediately.
iii. Code Not Found	Liquor Bottle not issued through APSBCL	Stop sale, keep bottle in safe custody and inform Excise officer forthwith.

2. Random and Scientific Testing

a) The Prohibition & Excise officer concerned shall conduct daily random testing of the holograms of bottles available in the Shop/Bar/In-house establishment by scanning QR code to verify genuineness of the product.

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b) Random sampling of the liquor shall be done in shop/bar/in-house establishment on a regular basis.

c) All results shall be recorded in the Daily Liquor Genuineness Verification Register to be maintained at the Shop/Bar/In-house establishment level and signed by the Prohibition & Excise officer concerned on a daily basis.

3. Batch Verification on Receipt of Stock

a) Upon receipt of liquor stock from the APSBCL depot, each Shop/Bar/In-house licensee shall scan at least 5% of the bottles in every consignment for QR code verification.

b) Such Batch Verification Certificate shall be signed by the licensee or Nowkarnama holder.

c) The certificate shall be filed in the Daily Liquor Genuineness Verification Register of the Shop/Bar/In-house establishment.

4. Responsibility of Licensee

a) The licensee of each retail Shop/Bar/In-house establishment shall be personally responsible for ensuring that all liquor sold is genuine and procured exclusively from APSBCL depots. Any anomaly noticed by the licensee at the time of verification done during the receipt of the liquor stock or at the time of QR code scan while selling the bottle, shall be reported immediately in writing to the Prohibition & Excise officer concerned having jurisdiction over the outlet.

b) During inspection by any Prohibition & Excise officer, if any liquor bottle or batch of liquor is found to be spurious, refilled, diluted, or untraceable to APSBCL and not reported, it shall be presumed that the licensee or staff are complicit or negligent.

c) Ignorance or lack of awareness shall not be a defense or excuse under any circumstances.

d) Upon detection of sale of spurious, illicit, unverified or non-duty paid liquor:

    i. Entire liquor stocks shall be seized, and the Shop/Bar/In-house establishment shall be sealed immediately.

    ii. The license of such outlet shall be cancelled, following due process of law.

e) Where methanol or other toxic substances are detected in the liquor products, such case should also be referred to the jurisdictional police officer for taking action as per law.

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5. The Prohibition & Excise officer concerned shall ensure that Daily Liquor Genuineness Verification System is implemented at Shop/Bar/In-house establishment level without fail.

6. AP Excise Suraksha App (APESA) - Mobile App is provided to general public for checking the genuineness of the liquor product sold in Shop/Bar/In-house establishment.

7. A 24x7 Excise Control Room and WhatsApp Helpline shall be operational for citizens to report suspicious or unverifiable liquor. Each complaint shall be enquired within 24 hours and action thereon shall be taken, duly maintaining the confidentiality of the complainant. The assistance of the complainant or evidence possessed by him in this regard may be considered during the course of investigation.

8. Separate instructions will be given for beer as HEAL/QR code related to verification is yet to be devised for beer bottles.

6. The Government reiterates that Zero-Tolerance Policy towards manufacture and circulation of adulterated/spurious/non-duty paid or any liquor products deviated from the verified Excise supply chain.

7. Protection of public health and the integrity of the Excise administration are of paramount importance. Every licensed Shop/Bar/In-house establishment shall ensure daily verification, digital traceability, and complete accountability.

8. The Director, Prohibition & Excise and Managing Director, AP State Beverages Corporation Limited shall take necessary action accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNER OF ANDHRA PRADESH)

MUKESH KUMAR MEENA
PRINCIPAL SECRETARY TO GOVERNMENT

To
The Commissioner of Printing and Stationery and Stores Purchase, AP, Vijayawada
(He is requested to furnish 100 copies to Govt. and 500 copies to the Director, Excise & Prohibition, AP, Mangalagiri and 50 copies to the Commissioner, I&PR, Vijayawada)
The Director, Prohibition & Excise, A.P. Mangalagiri.
The Managing Director, AP State Beverages Corporation Limited, Mangalagiri.
Copy to:
The Law Department.
The Accountant General, Andhra Pradesh, Vijayawada
The Commissioner, I&PR, AP, Vijayawada.
The P.S. to Prl. Secy. to Hon'ble CM.
The PS to Chief Secretary to Government.
The PS to Hon'ble Minister for Prohibition and Excise.
The PS to Prl. Secy. To Govt., Revenue (Excise) Department.
SF/SC.

// FORWARDED :: BY ORDER//

SECTION OFFICER